

Factors Affecting Patient Loyalty Through Intervening Patient Satisfaction at Bunda Hospital Purwokerto

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Abstract: This paper aims to measure patients' satisfaction and comprehend their assumptions, which are important for hospital management in responding to customers' growing demand for quality healthcare services. This study used a quantitative approach in the form of a survey method. The findings revealed that Bunda Hospital Purwokerto's quality services have a positive effect on outpatient satisfaction. Successful service organizations understand the complexities and multidimensionality of quality. However, they must decide which aspects to compete in and improve, as well as strategically focus their efforts on responding to those customer-driven areas. Improvement in a hospital can be accomplished through a variety of methodologies, philosophies, and tools that focus on other areas of the business.

Keywords: Quality services, Patient loyalty, Patient satisfaction, Sustainable development

Introduction

In the current era of globalization, hospitals must improve their performance and competitiveness as business entities while maintaining their social mission, where the current patient or customer is very important in choosing a product or service to the decision to buy the product or use the service ([Situmorang & Hindardjo, 2020](#); [Wulandari & Calista, 2022](#)).

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Because of the increased variety, many patients, as consumers, make choices in selecting a hospital that can attract and retain patients. Patient satisfaction affects patient loyalty. A similar study was also conducted, and it was discovered that patient satisfaction has an impact on patient loyalty because patients who are satisfied with the services they receive will return. This service, in addition to acting as a company's informal marketing agent ([Bulhões et al., 2022](#); [Cossio-Gil et al., 2022](#); [Fitri & Wulandari, 2020](#)). That is by promoting their services to family, friends, and neighbours. If the hospital has gained patient loyalty, then the hospital will be able to survive and win the competition with other hospitals ([Cossio-Gil et al., 2022](#); [Dartanto et al., 2020](#)).

Bunda General Hospital experienced an increase in the number of patients from 2017 to 2018 by 6540. In 2018 than it became a management reference to continue to improve services. At that time, the management target for 2019 set an annual target of increasing 4000 patients to be achieved in the following years. Assuming that there were nine doctors' services at that time if it was assumed that the average outpatient one day was 150 patients, then in 1 year, 300 days of service should be able to serve 40500 patients. This assumption targets increasing patients in the next two years, namely 2019 and 2020. However, the reality experienced by hospitals has decreased in 2020 and continues into the following year ([Wulandari et al., 2021](#)).

The decreasing number of outpatient visits is interesting for us to research to measure patient loyalty. Based on previous research on the factors presented previously, a pre-survey was conducted to determine what factors might provide input on patient loyalty and satisfaction ([Afrasiabi et al., 2022](#); [Bez et al., 2022](#); [Rusmahafi & Wulandari, 2020](#)). The core aspect of service quality is directly related to customer satisfaction. Outcome quality affects the creation of customer satisfaction because the quality of the results will indicate whether customer expectations are met or not. If customer satisfaction is created, it will impact the decision to use the service or purchase the following product. In contrast, if the customer is satisfied, there will be a decision to use the service or product repeatedly. This indirectly shows that Outcome Quality will also affect customer loyalty through satisfaction. This paper is divided into four sections explaining the introductory section's significant elements and the backdrop of selecting the title, issue statement, writing goal, and questions. The theoretical framework section will discuss the ideas that underpin model development research and its variables. The research method section discusses the methodological components of this research so that it may be used as a reference in future writing, data gathering procedures, data sources, and data analysis. The fourth component is the findings, and data analysis will describe the results of the analysis phase, as well as the comments, limits, and future study ideas ([Diaz et al., 2022](#); [Fossati, 2016](#); [Gerber et al., 2022](#)).

Research Method

The sampling technique in this research is purposive sampling (Kurniati et al., 2021). Purposive sampling is a sampling technique with a particular. While nonprobability sampling is a technique for sampling samples that do not give the same opportunity to each element or member of the population (Lee et al., 2020; Liu & Chen, 2022), it is selected to be sampled. This research showed the patient outpatient care at RSUD Bunda Purwokerto in 2017-2021. Based on a population of 37,318 outpatients at the Bunda General Hospital in Purwokerto, 380 outpatients were sampled based on Krejci and Morgan tables (Hughes-Belding et al., 2022; Kapadia et al., 2022; Kumar et al., 2022). The relationship between these variables shows that satisfaction is influenced by service quality which will also affect customer loyalty (Masuda et al., 2022; Ng & Luk, 2019; Singh et al., 2022). Thus the conceptual framework in this research can be made as follows:

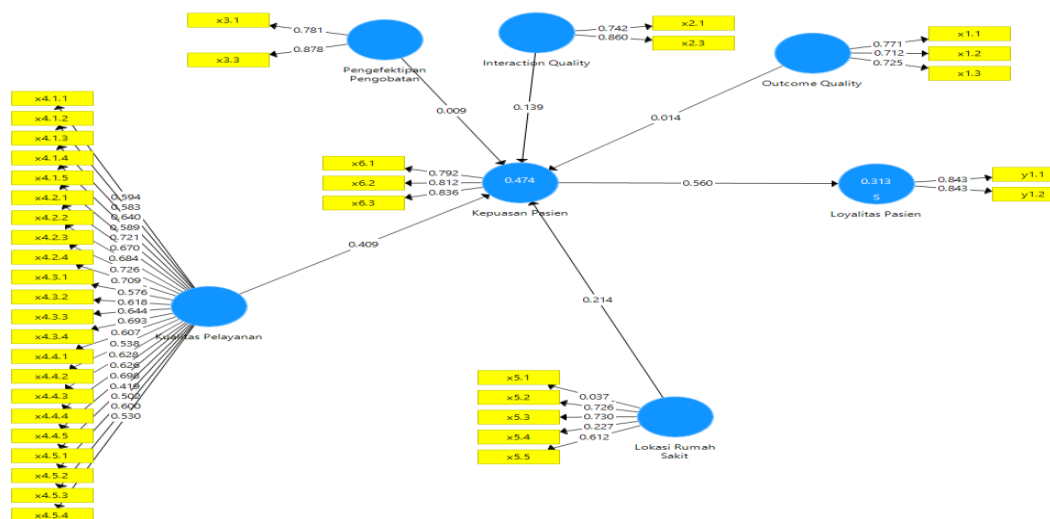


Figure 1 Design SEM-PLS Patient Loyalty Through Intervening Patient Satisfaction

Result and Discussion

A structural conceptual framework was used in this study to construct the structural model, and each variable was calculated using indicators that would be tested to determine the validity and reliability of the model. Each independent variable typically has two to five hands. Five needles are used to measure variables related to service quality. There are four indicators of trust, three indicators of customer satisfaction, and two of returning customers. A structural equation model (SEM) approach based on partial least squares was used to evaluate the research hypotheses (PLS). PLS is a structural equation model with components or modes

(SEM). A type of statistical research known as structural equation modelling (SEM) allows the simultaneous examination of multiple correlations that would typically be challenging to assess. Santoso (2014) asserts that SEM is a multivariate analysis technique that combines factor analysis and regression analysis (correlation) to examine the relationships between variables present in a model, indicators, and their constructs. And including relationships between constructs. Latin and Ghozali (2012) claim that PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach. PLS is a predictive model, while covariance-based SEM typically assesses causality or theory. Using structural equation models to test or develop hypotheses for predictive purposes is where covariance-based SEM and component-based PLS differ.

Convergent Validity

The term "convergent validity" is used in the behavioural sciences to define the degree of correspondence between two judgments of conceptually equivalent constructs. A type of construct validity, convergent validity, is similar to discriminant validity. Convergent validity exists when two similar constructs are compared, but discriminant validity exists when two different constructs can be easily distinguished. Convergent validity can be assessed using correlation coefficients. When a test of a concept has a strong correlation with other trials assessing potentially similar images, this is an indication of convergent validity. For example, the results of one test can be compared with the results of another test designed to measure basic math skills to determine the concurrent validity of the test. The correlation between test results indicates convergent validity.

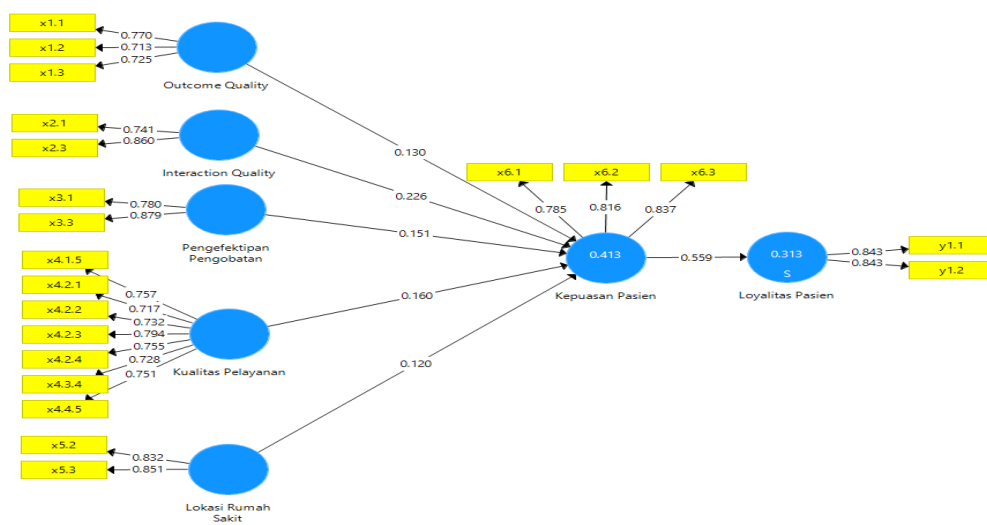


Figure 2 Comparing factor loading values

Convergent validity can be determined by comparing the factor loading values of each indicator to the constructs. The minor loading factor in confirmatory research is 0.7. The results of the PLS-SEM algorithm showing convergent validity are shown below. The model estimation results are shown in Figure 2 and show that all indicators have a factor loading greater than 0.7. As a result, all measures can be used in research and are valid to assess their respective constructs. The table below summarises the construct's loading factor values for each indicator.

Summary Test the hypothesis

In proving this hypothesis, the test is based on the values in the path coefficient table as shown in the table below:

Table 1 Result Two-Way Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Interaction Quality -> Patient Satisfaction	0.226	0.226	0.052	4.359	0.000
Patient Satisfaction -> Patient Loyalty	0.559	0.562	0.043	13.051	0.000
Service Quality -> Patient Satisfaction	0.160	0.158	0.077	2.067	0.039
Hospital Location -> Patient Satisfaction	0.120	0.122	0.054	2.202	0.028
Outcome Quality -> Patient Satisfaction	0.130	0.134	0.060	2.163	0.031
Treatment Effectiveness -> Patient Satisfaction	0.151	0.152	0.057	2.658	0.008

Hypothesis testing is done based on the results of internal model (structural model) testing, which includes output R-squared, parameter coefficients and t-statistics. To see if a hypothesis can be accepted or rejected by considering the significance value between constructs, t-statistics, and p-values. The research hypothesis was tested with the help of SmartPLS (Partial Least Squares) 4.0 software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is $t\text{-statistic} > 1.96$ with a significance level of the p-value of 0.05 (5%), and the beta coefficient is positive. The hypothesis testing value of this study can be shown in Table 1. The above table shows the mediation of the patient satisfaction variable as complete mediation for the patient loyalty variable.

Conclusions

This study aimed to demonstrate adequate coverage at the start of the investigation. Moreover, this conclusion responds to the cases found during this investigation. According to the study, researchers from the data collected: Findings from testing the first hypothesis The purpose of this research is to show the appropriate coverage at the beginning of the investigation. Moreover, this conclusion responds to the cases found during this investigation. By using data analysis that researchers collect. The first is H1: At Bunda Hospital Purwokerto, outcomes' quality positively affects outpatient satisfaction. Second hypothesis: At Bunda Purwokerto Hospital, the effectiveness of treatment has a positive effect on outpatient satisfaction. Third H3: At Bunda Purwokerto Hospital, service quality positively impacts outpatient satisfaction. Fourth H4: Outpatient satisfaction at Bunda Purwokerto Hospital is positively influenced by the quality of interactions. Fifth H5: At Bunda Purwokerto Hospital, location positively affects outpatient satisfaction. In addition, sixth H6: Outpatient loyalty at Bunda Purwokerto Hospital is positively influenced by customer satisfaction.

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